

Sales Order

Station: **WTMO-TV** Agency: **SCREEN STRATEGIES MEDIA**
 Contract Name: **FRIENDS MURPHY 1467802** Address: **11150 Fairfax Boulevard,**
 Contract#: **475002871** Suite 505
 Start Date: **10/10/16** End Date: **10/16/16** City: **Fairfax** State: **VA** Zip: **22030**
 Revenue Type: **POLITICAL SALES** Buyer:
NATIONAL Type: **Cash** Tax Schedule: **(None)**
 Advertiser: **FRIENDS/PATK MURPHY** Agency Commission %: **15**
 Address: Billing Cycle: **Standard**
 City: State: Zip: Salesperson: **5206nnat** Comm %: **15**
 Product Name: Makegood Policy: **Within Contract Dates**
 Estimate #: **EST 2565**
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/10/16	10/14/16		7:00 AM	10:00 AM	30			3	3	4			10	D	75.00	10	750.00	1	
2	10/10/16	10/10/16		12:00 PM	1:00 PM	30	1							1	D	125.00	1	125.00	1	
3	10/14/16	10/14/16		1:00 PM	2:00 PM	30					1			1	D	125.00	1	125.00	1	
4	10/11/16	10/13/16		2:00 PM	3:00 PM	30			1	1				2	D	125.00	2	250.00	1	
5	10/15/16	10/15/16		12:00 PM	1:00 PM	30						1		1	D	50.00	1	50.00	1	
6	10/12/16	10/12/16		3:00 PM	4:00 PM	30			1					1	D	125.00	1	125.00	1	
7	10/10/16	10/14/16		4:00 PM	5:00 PM	30					2			2	D	200.00	2	400.00	1	
8	10/11/16	10/13/16		5:00 PM	6:00 PM	30			2	1				3	D	200.00	3	600.00	1	
9	10/10/16	10/14/16		6:00 PM	6:30 PM	30			2	1	2			5	D	475.00	5	2,375.00	1	
10	10/11/16	10/14/16		6:30 PM	7:00 PM	30			2	2				4	D	475.00	4	1,900.00	1	
11	10/10/16	10/14/16		7:00 PM	8:00 PM	30			2	2	1			5	D	500.00	5	2,500.00	1	
12	10/10/16	10/10/16		8:00 PM	9:00 PM	30	1							1	D	500.00	1	500.00	1	
13	10/11/16	10/13/16		9:00 PM	10:00 PM	30		1		1				2	D	500.00	2	1,000.00	1	
14	10/14/16	10/14/16		10:00 PM	11:00 PM	30					1			1	D	500.00	1	500.00	1	
15	10/16/16	10/16/16		9:00 PM	11:00 PM	30							1	1	D	165.00	1	165.00	1	
16	10/10/16	10/14/16		11:00 PM	11:30 PM	30			1	2	2			5	D	325.00	5	1,625.00	1	
17	10/10/16	10/12/16		11:30 PM	12:00 AM	30			2					2	D	325.00	2	650.00	1	

Billing Projections: By Month

Oct 16
 CA 13,640.00
 ST 13,640.00

☒ Print Spot Prices

TOTAL SPOTS	47
GROSS TOTAL \$	13,640.00
ADJUSTED SPOTS	47
ADJUSTED TOTAL \$	13,640.00

APPROVE	DECLINE	
<input type="radio"/>	<input type="radio"/>	General Manager
<input type="radio"/>	<input type="radio"/>	Sales Manager
<input type="radio"/>	<input type="radio"/>	National Sales Manager
<input type="radio"/>	<input type="radio"/>	Local Sales Manager

ORDER WORKSHEET

Rep Order# 1467802 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/05/16 5:32 PM
Last Received: 10/05/16 1:41 PM
Showing Buylines: All Lines

1 of 3

Station WTMO-TV ORLANDO
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product PATRICK MURPHY 2565
Estimate# 2565
Buyer RACHAEL JONES

Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2565
Flight Dates 10/10/16-10/16/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

--- REMARKS ---

NEW POLITICAL ORDER - STARTS MONDAY 10/10; ALL 30-SEC SPOTS. BUY IS DAY SPECIFIC, BE AWARE WHEN PLACING. PLS CNFIRM THANKS

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	7A-10A	UN NUEVO DIA	30	-	-	1 \$75.00	10/10-10/14	10	10	\$750.00
			Buy Comment: ORDER: 2/DAY								
2	M	12P-1P	NOVELA	30	-	-	2 \$125.00	10/10-10/10	1	1	\$125.00
3	F	1P-2P	NOVELA	30	-	-	3 \$125.00	10/14-10/14	1	1	\$125.00
4	Tu, Th	2P-3P	SUELTA LA SOPA	30	-	-	4 \$125.00	10/11-10/13	2	2	\$250.00
			Buy Comment: ORDER: 1/DAY								
5	Sa	12P-1P	SOS: SALVA MI CASA	30	-	-	5 \$50.00	10/15-10/15	1	1	\$50.00
6	W	3P-4P	MEJOR CASO CERRADO	30	-	-	6 \$125.00	10/12-10/12	1	1	\$125.00
7	M, F	4P-5P	AL ROJO VIVO	30	-	-	7 \$200.00	10/10-10/14	2	2	\$400.00
			Buy Comment: ORDER: 1/DAY								
8	Tu-Th	5P-6P	CASO CERRADO	30	-	-	8 \$200.00	10/11-10/13	3	3	\$600.00
			Buy Comment: ORDER: 1/DAY								
9	M-F	6P-630P	NEWS	30	-	-	9 \$475.00	10/10-10/14	5	5	\$2,375.00
			Buy Comment: ORDER: 1/DAY								
10	Tu-F	630P-7P	NETWORK NEWS	30	-	-	10 \$475.00	10/11-10/14	4	4	\$1,900.00
			Buy Comment: ORDER: 1/DAY								

ORDER WORKSHEET

Rep Order# 1467802 Ver# 1 Status New
EC'd No

Traffic Order#

Printed:
Last Received:
Showing Buylines:

10/05/16 5:32 PM
10/05/16 1:41 PM
All Lines

2 of 3

Station WTMO-TV ORLANDO
Advertiser (F4PM) FRIENDS/PAT'K MURPHY
Product PATRICK MURPHY 2565
Estimate# 2565
Buyer RACHAEL JONES

Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2565
Flight Dates 10/10/16-10/16/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11	M-F	7P-8P	CASO CERRADO ESTELAR	30	-	-	\$500.00	10/10-10/14	5	5	\$2,500.00
			Buy Comment: ORDER: 1/DAY								
12	M	8P-9P	PRIME NOVELA	30	-	-	\$500.00	10/10-10/10	1	1	\$500.00
13	Tu, Th	9P-10P	PRIME NOVELA	30	-	-	\$500.00	10/11-10/13	2	2	\$1,000.00
			Buy Comment: ORDER: 1/DAY								
14	F	10P-11P	PRIME NOVELA	30	-	-	\$500.00	10/14-10/14	1	1	\$500.00
15	Su	9P-11P	CINE MILLONARIO	30	-	-	\$165.00	10/16-10/16	1	1	\$165.00
16	M-F	11P-1130P	NEWS	30	-	-	\$325.00	10/10-10/14	5	5	\$1,625.00
			Buy Comment: ORDER: 1/DAY								
17	M, W	1130P-12A	TELENOTICIAS PUERTO RICO	30	-	-	\$325.00	10/10-10/12	2	2	\$650.00
			Buy Comment: ORDER: 1/DAY								

---REPORT TOTALS---

Report Totals: 47 / \$13,640.00

---SALES MONTHLY TOTALS---

Oct2016: 47 / \$13,640.00

Order Totals: 47 / \$13,640.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$13,640.00 OTH \$0.00 WTMO 100.00% WVEN 0.00%

---COMPETITIVE COMMENTS---

COMPETITIVE TO FOLLOW

ORDER WORKSHEET

Rep Order# 1467802 Ver# 1 Status New
EC'd No

Traffic Order#

Printed:
Last Received:
Showing Buylines:

10/05/16 5:32 PM
10/05/16 1:41 PM
All Lines

3 of 3

Station WTMO-TV ORLANDO
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product PATRICK MURPHY 2565
Estimate# 2565
Buyer RACHAEL JONES

Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2565
Flight Dates 10/10/16-10/16/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Books [OCT16]
Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WTMO-TV	Date: 10/5/2016
-----------------------------------------	------------------------

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$11,594.00

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/5/2016

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Murphy for Senate-SP



Station WTMO-TV
Market Orlando
Flight Dates 10/10/2016 - 10/16/2016 (Est. 2565)

Buyer Rachael Jones
Email rachael@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/10	Tue 10/11	Wed 10/12	Thu 10/13	Fri 10/14	Sat 10/15	Sun 10/16	Total
Un Nuevo Dia 7:00 AM - 10:00 AM	EM	M-F 30	\$75.00 \$750.00	2	2	2	2	2			10
Precios Perla 12:00 PM - 1:00 PM	DT	M-F 30	\$125.00 \$125.00	1							1
Celia 1:00 PM - 2:00 PM	DT	M-F 30	\$125.00 \$125.00					1			1
Suelta La Sopa 2:00 PM - 3:00 PM	DT	M-F 30	\$125.00 \$250.00		1		1				2
SOS: Salva Mi Casa 12:00 PM - 1:00 PM	DT	Sa 30	\$50.00 \$50.00						1		1
Lo Mejor de Caso Cerrado 3:00 PM - 4:00 PM	EF	M-F 30	\$125.00 \$125.00			1					1
Al Rojo Vivo 4:00 PM - 5:00 PM	EF	M-F 30	\$200.00 \$400.00	1				1			2
Caso Cerrado 5:00 PM - 6:00 PM	EF	M-F 30	\$200.00 \$600.00		1	1	1				3
WTMO 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$475.00 \$2,375.00	1	1	1	1	1			5
Noticiero Telemundo 6:30 PM - 7:00 PM	EN	M-F 30	\$475.00 \$1,900.00		1	1	1	1			4

Murphy for Senate-SP



Station WTMO-TV
Market Orlando
Flight Dates 10/10/2016 - 10/16/2016 (Est. 2565)

Buyer Rachael Jones
Email rachael@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/10	Tue 10/11	Wed 10/12	Thu 10/13	Fri 10/14	Sat 10/15	Sun 10/16	Total
Caso Cerrado 7:00 PM - 8:00 PM	PA	M-F 30	\$500.00 \$2,500.00	1	1	1	1	1			5
Celia 8:00 PM - 9:00 PM	PT	M-F 30	\$500.00 \$500.00	1							1
Bajo el Mismo Cielo 9:00 PM - 10:00 PM	PT	M-F 30	\$500.00 \$1,000.00		1		1				2
Senora Acero 10:00 PM - 11:00 PM	PT	M-F 30	\$500.00 \$500.00					1			1
Cine Millonario 9:00 PM - 11:00 PM	PT	Su 30	\$165.00 \$165.00							1	1
WTMO 11p News 11:00 PM - 11:30 PM	LN	M-F 30	\$325.00 \$1,625.00	1	1	1	1	1			5
Telenoticias Puerto Rico 11:30 PM - 12:00 AM	LN	M-F 30	\$325.00 \$650.00	1		1					2
Station Totals			\$13,640.00	9	9	9	9	9	1	1	47